**Custom Electronic Design and Installation Association (CEDIA)**

# Job Description

## Job Title: Blogger

**Department: Marketing**

**Reports to:** **Director of Marketing**

### WHY JOIN CEDIA

CEDIA is the global industry association that provides its more than 3,500 members from across the globe with education, professional standards, and certification. Headquartered in Fishers, Indiana, the nonprofit organization advances the industry by positioning the profession and its integrator professionals as subject-matter experts who deliver technology solutions that enhance quality of life.

### SUMMARY

### CEDIA is looking for a talented blogger and storyteller who is passionate about generating engaging and original content on emerging technologies. This individual will research topics and develop interesting posts that will appeal to our target audience and promote content using social media, direct email, and other methods to alert and expand our readership. You should be a skilled, tech-savvy writer who can create appealing, insightful posts that will reach and grow our audience.

### WHAT YOU’LL BE ACCOUNTABLE FOR:

As a blogger, you’ll be responsible for driving awareness of smart home technologies through storytelling, education, and inspiration, and you’ll play a key role in developing our voice and point of view. You will identify trends and issues for executives to comment on and uses this to strengthen our position in the market.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** *Other duties may be assigned*.

* Generating, researching, and pitching ideas for posts.
* Writing, editing, publishing, and promoting blog posts, and other content types, staying current on industry trends for possible opportunities to attract new readers or create stronger, more engaging content.
* Finding ways to tell our story from CEDIA member data, industry trends, and current events impacting our membership.
* Assisting in developing an editorial calendar that aligns with our quarterly objectives and highlights the unique POV of CEDIA.
* Supporting our executive leadership team in writing, editing, and storytelling. This would mainly be for op-eds but could include decks and other content.
* Communicating and aligning with other teams in marketing, membership, and education on developing compelling content and storylines that support launches and announcements.
* Monitoring responses to posts and reporting on the impact of content efforts.

**REQUIRED SKILLS**

* Strong editing experience
* Experience working with senior executives to uncover unique insights and build strategic communications plans
* Well-versed in technology trends impacting the smart home
* Ability to come up with creative ways for content to address industry challenges
* Obsesses over the details -- from editing to project management
* Can manage multiple projects at once and excel in a highly cross-functional role
* Excellent organizational skills
* Ability to write for specific audiences and achieve targeted goals
* Seasoned experience using and maintaining branded voice and tone
* Superior conversational writing skills
* Skills to understand complex and technical information and communicate salient points in a concise and creative manner
* Ability to write technical information for professionals
* Demonstrated ability to prioritize tasks and manage time effectively

**EDUCATION AND/OR EXPERIENCE**

* Bachelor's degree in communications, journalism, public relations, marketing, or related field
* 3-4 years of experience in journalism, corporate communications, public relations or similar role

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice.

*CEDIA is proud to be an* ***Equal Employment Opportunity*** *and* ***Affirmative Action*** *employer. We do not discriminate based upon race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.*